

classroom
instruction

work based
learning

the deca
experience

MARKETING EDUCATION IN MISSOURI

Most professions necessitate a clear understanding and implementation of marketing and business concepts. The marketing education curriculum provides that framework for the future entrepreneur, retailer, event planner, banker, physician, lawyer and sales professional. Whether a student has aspirations of entering a career upon high school graduation or is intent on seeking an Associate degree, Bachelors degree or maybe even an MBA, the skill set gained as a result of mastering the curriculum will be a key ingredient to a successful career.

Through an integrated approach that combines classroom instruction based on the core standards, work based experiences and the DECA experience, marketing education provides a relevant learning experience for more than 16,000 students in Missouri's 167 approved programs.



Missouri DECA serves more than 9,000 students interested in marketing, management, and entrepreneurship.



Missouri Marketing and Cooperative Education Association is the professional organization for this discipline.

Work based learning opportunities such as school based enterprises, job shadowing and internships provide venues for students to make connections between classroom concepts and the real world. Those who elect to participate in a marketing internship must be employed in a marketing-related position so they may apply the principles learned through the program. This provides excellent insight into the educational requirements, cultural aspects, and skill level of specific marketing, management and entrepreneurship career paths.

DECA is the final design element that enhances the students' educational and professional preparation. The co-curricular nature of the student organization allows for dynamic, real-world application of the principles taught in the classroom. Students develop skills ranging from project management, competitive excellence, entrepreneurship, leadership, and community service. Missouri DECA is among the largest association in this international organization and has consistently achieved recognition for state programming and competitive excellence.

core standards

- Business Law
- Communications
- Distribution
- Economics
- Emotional Intelligence
- Financial Analysis
- Human Resource Management
- Marketing Information Management
- Marketing Operations
- Pricing
- Product and Service Management
- Professional Development
- Promotion
- Selling
- Strategic Management

career opportunities

Instructional programs in marketing education reflect the scope of the marketing industry and are geared toward career opportunities in:

- Advertising and Public Relations
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Services Marketing
- Buying and Merchandising
- Entrepreneurship
- Fashion Merchandising
- Financial Analysis Management
- Food Marketing
- Hospitality Services
- Hotel and Lodging Management
- International Marketing
- Internet Marketing
- Marketing Management
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing
- Travel and Tourism Marketing



marketing education

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